



# Practical Boat Owner





# Practical Boat Owner®

Practical Boat Owner is Britain's biggest-selling boating magazine and has been the market leader ever since it was launched in 1967. We entertain and inform a huge global community of enthusiasts and professionals via the magazine, our website and social media.

**117k**

Average Global  
Monthly users

**183k**

Average Global  
Monthly Page  
Views

**52.5k**

Average UK  
Monthly Users

**63.6k**

Social Media  
Reach

**15.6k**

ABC Monthly  
Circulation





## Audience

Practical Boat Owner readers want to get the most out of their boats. Accomplished at DIY, many live onboard or take extended summer cruises, and invest in tools, kit and chandlery they believe to give the best quality and value. "Everyone reads PBO!" is something we hear a lot, whether that's the small-boat owner in the Solent, or the transatlantic skipper looking to fit-out their catamaran.

PBO covers power and sail, and what unites our readers is a desire to understand their boat and know how to maintain and fix it. Over half of readers state they sail twice a month or more. Commanding a strong purchasing power, they're always looking for ways to upgrade their boat, or replace it for their changing lifestyle, whether that's bluewater cruising, club races or day trips with the family.

**1 in 4**

State they take between 6-12 months researching prior to purchase

**1 in 3**

Are looking to purchase/upgrade their boat in the next 2 years

**1 in 2**

Sail twice a month or more

**76%**

Own their own boat

**76%**

Male

**80%+**

State they use magazines and/or websites for their purchasing information





# Editor's Letter

Trustworthy advice on boat maintenance and repairs has been at the heart of Practical Boat Owner since 1967; it is the reason the magazine is the most popular and best selling boating magazine in Britain.

As the brand leader, Practical Boat Owner provides a unique blend of expert guidance and in-depth information for every kind of yachtsman; power or sail. We are the only marine publication which caters to both markets, which gives you access to a wide and varied audience.

Popular in the industry, as well as with boat owners, PBO covers all aspects of boat ownership from antifouling and refits to batteries and engines, and is packed with practical, money-saving advice.

Readers come to us first for in-depth information about boat restoration, maintenance and DIY projects. Clear step-by-step guides to every seasonal hands-on boating job, and tips from experts mean they can avoid the pitfalls and successfully complete jobs onboard.

This is coupled with comprehensive boat guides, impartial and researched gear tests to help them buy with confidence, as well as seamanship skills relevant to both novices and seasoned sailors alike. They value our expertise. If you've a good product and a trustworthy service, then the PBO audience wants to know about it.

Our readers are passionate boat owners who love fixing their vessels, as well as regularly getting out on the water, and Practical Boat Owner is here to make sure they get the most out of their time afloat and on the hard.

**Katy Stickland - Editor**





**Issue  
283**

## JANUARY

- The appeal of GRP Classics
- Conserving winter batteries
- PBO Project Boat new sails

**Issue  
284**

## FEBRUARY

- ARC – choosing a bluewater boat
- Viko 30 walkaround
- PBO Project Boat shore power fix

**Issue  
285**

## MARCH

- Maxi 84 used boat test
- Golden Globe bow repair
- Kit for a transatlantic

**Issue  
0286**

## APRIL

- Replacing running rigging & splicing
- Pre-launch jobs checklist
- PBO Project Boat summer cruise

**Issue  
0287**

## MAY

- Best yachts for under £40k
- Become power self-sufficient
- Narrowboat charter in Wales

**Issue  
0288**

## JUNE

- Essential kit for your summer cruise
- Best twin keelers under 30ft

**Issue  
0289**

## JULY

- Selling your boat – top tips
- Best bilge keelers under 30ft

### EVERY MONTH:

Peter Poland's 'best boat' compilations

New gear & tech focus

Practical Projects

Boat builds, refits and restorations

Ask the Experts + engine special

Step-by-step maintenance guides

Learning from experience - real life drama

Clive's Boats – classic day boats and trailer-sailers

**Issue  
0290**

## SUMMER

- RYA Day Skipper - learning the ropes
- Buyers' guide to VHF radios
- Best UK and Europe cruise destinations

**Issue  
0291**

## AUGUST

- Family sailing – top tips for a smoother passage
- Buy new or renovate?
- Used motorboat test

**Issue  
0292**

## SEPTEMBER

- Survey horrors – 10 things you never want to see on a yacht
- Retrofitting an electric engine

**Issue  
0293**

## OCTOBER

- Winter layup tips
- Catamaran or monohull?
- Make money out of chartering

**Issue  
0294**

## NOVEMBER

- Inspect your rig and deck fittings
- Still sailing? Top tips for winter cruising
- Engine troubleshoot

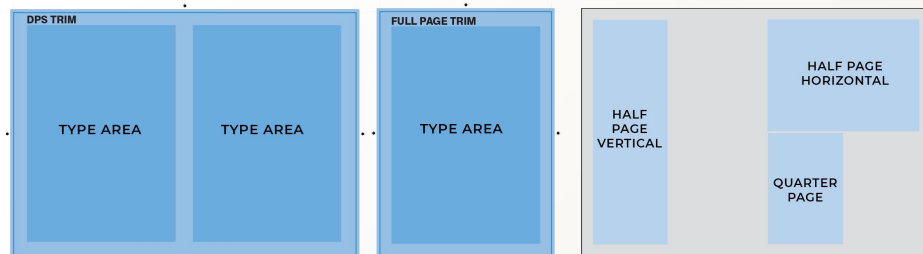
**Issue  
0295**

## DECEMBER

- My 7-year wooden homebuild
- RYA Course Special – dinghies, yachts and powerboats



## Print Specifications



### Double page spread

trim 285 x 390mm, bleed 291 x 396mm, type 265 x 370mm

### Full page

trim 285 x 195mm, bleed 291 x 201mm, type 265 x 175mm

### Half page horizontal

trim 140 x 195mm, bleed 146 x 201mm, type 130 x 175mm

### Half page vertical

trim 285 x 95mm, bleed 291 x 101mm, type 265 x 85mm



## Rates

### Display

|               |                                   |
|---------------|-----------------------------------|
| <b>£3,500</b> | Inside front/ outside back covers |
| <b>£3,000</b> | Inside back cover                 |
| <b>£5,200</b> | Double page spread                |
| <b>£3,000</b> | Full Page                         |
| <b>£2,010</b> | Half Page                         |

### Classified

|               |              |
|---------------|--------------|
| <b>£1,500</b> | Full page    |
| <b>£1,000</b> | Half page    |
| <b>£705</b>   | Quarter page |
| <b>£385</b>   | 1/8th page   |
| <b>£195</b>   | 1/16th page  |

### Brokerage

|               |                    |
|---------------|--------------------|
| <b>£2,530</b> | Double page spread |
| <b>£1,310</b> | Full page          |
| <b>£685</b>   | Half page          |



**Work with us...**

Benefit from our brands' scale and reach to build awareness of your brand or product.

**Engaging advertorial content** is a highly effective means of getting across more complex messages and brand values to a receptive audience. We can help you reach the right people in the right way.

**INVESTMENT**  
+25% supplement on page rate

[illegible]



## Creative Print Opportunities

Bespoke Supplements

Gatefolds

Bound Inserts

Competitions (print and digital)

Sponsorship of Editorial Franchises



Please contact us about these and other bespoke opportunities



# Digital Advertising



## Standard Ad Formats



[Download template >](#)

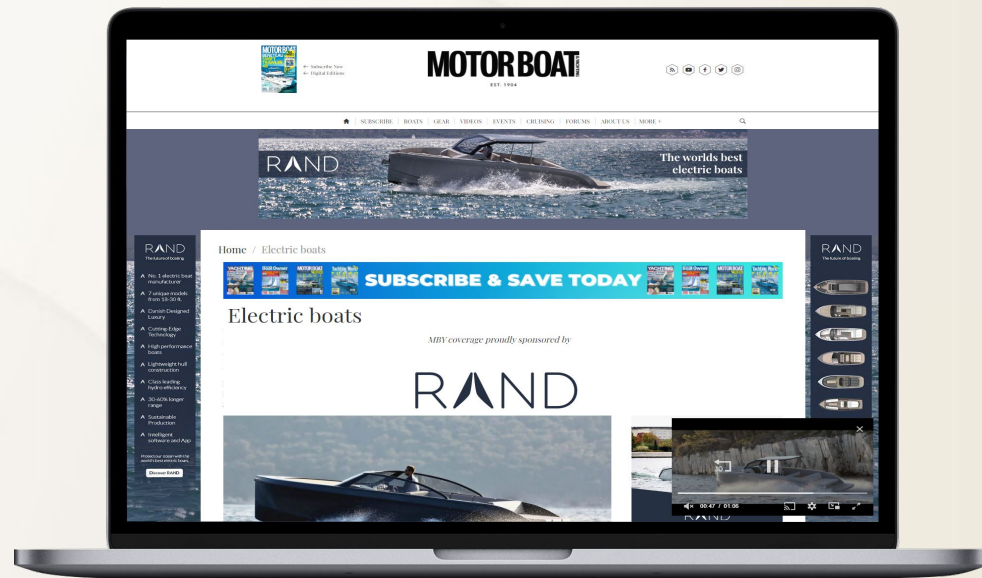
**Multiple Targeting Methods available through geo, keyword, content, time specific, and capping to name a few...**

Engaging digital content created by our trusted editorial teams is a fantastic way to drive the conversation around a client's key products/events etc

All content will be written and designed by our editorial teams, using a client supplied brief and assets, ensuring the key marketing messages are delivered whilst still achieving the unique editorial tone and style of our individual brands.

The finished post will be displayed on the homepage for two weeks and promoted via social media with a **guaranteed social reach of 75,000**

- Available on all web properties - £3,000

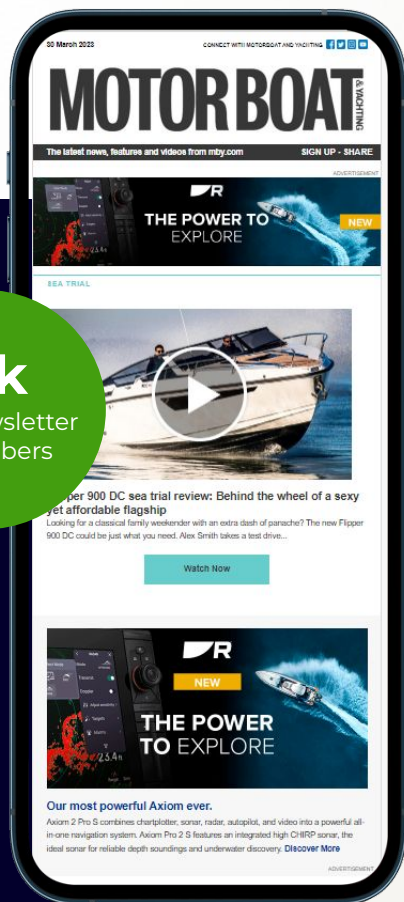




## Newsletters: Sponsored and Solus

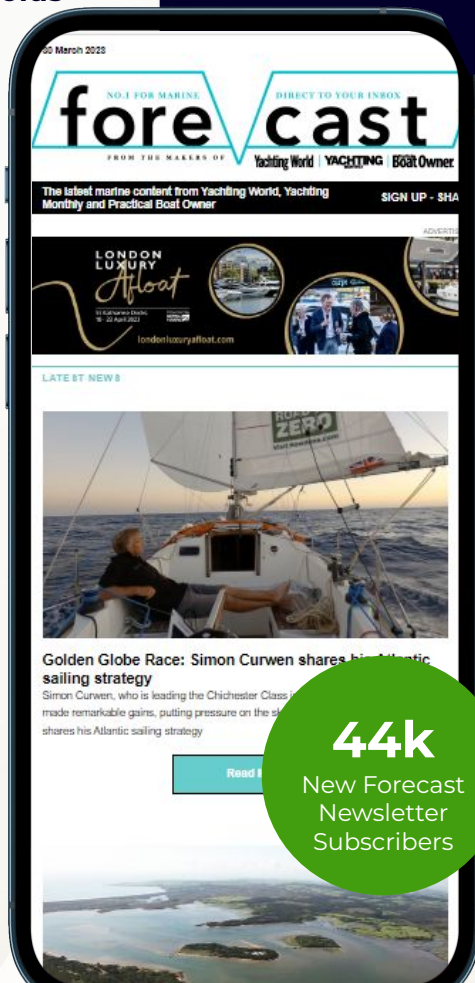
12k

MBY newsletter subscribers



44k

New Forecast Newsletter Subscribers



Make use of our premier positioning for your brand and its message within our weekly newsletter, reaching the most engaged users.

Bespoke weekly newsletters for Motorboat & Yachting and The Forecast, which is an amalgamation of Yachting World, Yachting Monthly & Practical Boat Owner audiences

Options for both newsletters include Takeovers (3 prime positioned ad spots) and Featured Content (box out)

Solus email is also available on a weekly basis, which allows for direct messaging to our 3rd party list of keen boating enthusiasts. This is designed to suit your exact message and aesthetic.

All have a fully trackable response.

- **Newsletter Takeover**
  - **£750 MBY // £1,000 The Forecast**
- **Featured Content £450**
- **Solus Email Send £550**



# Social Only Packages

One organic Facebook post visible on our wall and next to our brand in the user's feed

Targeting users of the brands website on that social platform

Campaign duration 7 days

**INVESTMENT £1,500**

**75,000 GUARANTEED REACH**

**1% ENGAGEMENT BENCHMARK**



# Video

At Future, our world-class content underpins everything we do. Our Marine brands are a great example of this, engaging and building our passionate video audience for over a decade.

Our first YouTube channel launched in 2008, and we now run four YouTube channels and two thriving Facebook Watch communities with a combined reach of over 1 million subscribers.

Our philosophy is to create a seamless video journey connecting our audiences and advertisers. Through expert targeting, bespoke video solutions, and a variety of different pre-roll and video amplification packages, targeting an audience has never been so easy.

Generate thousands of monthly video ad impressions from our exciting and innovative videos that target a passionate, boat-loving audience.

## Editorial Franchises

Boat tests

Boat tours




Used boats

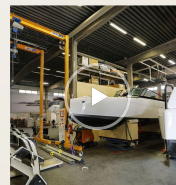
Tuition

Factory tours

Meet the designer

Bespoke solution AOR

|   | MOTORBOAT | Yachting World |
|---|-----------|----------------|
|  | 10.4m     | 8.8m           |
|  | 22.5m     | 1.2m           |
|  | 616k      | 240k           |





### Contextual Targeting

Against a specific editorial content environment



### Audience targeting

Precise audience targeting through our Intelligent 1st party data platform, Aperture



### High Net Worth Synergy

Target audiences across our premium brands including The Week, Wallpaper\*, Decanter, Country Life and Money Week

## How To Get Involved?

### Pre-Roll Advertising

- Play your promotional video before our featured editorial videos across desktop and mobile platforms
- 100k video impressions £1,950
- 200k video imps £3,800
- 500k video imps £8,500

### Performance Benchmarks

- 0.1% CTR
- 70%+ Viewability
- 74%+ completion rate

### Advertorials

- We offer a range of bespoke video creation solutions.
- Scripted, presented and edited by our expert editorial team
- Hosted and amplified across our channels
- Client has full editorial approval
- Investment from £8,000

### Sponsored Editorial

- Brand logo integration
- Pre-roll video inclusion
- Product placement
- Social edits optimised for 3P platforms
- Amplification across YouTube, Facebook and on-site video player for maximum reach and impact
- Investment from £2,000 per month

## Aperture: Futures First Party Data Targeting Solution

**Aperture** is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **310m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



### Reaching

# 301m

Average Global Monthly Users

### Driving

# 24m

Monthly E-Commerce Clicks

### Delivering

# 50-70%

Increase in CTR

Across our UK network, we reach ...



### Finance

**12.2m** Finance focused individuals

**285.1k** High Net Worth investors



### Property

**3.3m** Home Buyers

**9.6m** Home improvers/renovators



### Motoring

**508k** Individuals interested in electric cars

**2.8m** Individuals who are currently in market for car insurance



## Contact us

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# Thank you